

This newsletter is a collaboration between the Kentucky WIC Program and Lactation Improvement Network of Kentucky (LINK)



Breastfeeding Awareness Month ■ 2013

Kentucky Breastfeeding Newsletter



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Kentucky Celebrates Breastfeeding Awareness Month

August is Breastfeeding Awareness Month in Kentucky, and the World Alliance for Breastfeeding Action (WABA) has declared August 1–7 to be World Breastfeeding Week. This year's theme, "Breastfeeding Support: Close to Mothers", highlights Breastfeeding Peer Counseling. According to the World Health Organization, "The key to best breastfeeding practices is continued day-to-day support for the breastfeeding mother within her home and community."

The World Breastfeeding Week 2013 Action Folder provides a variety of information on peer counseling. This information ranges from peer counselors being a key component of the Baby-Friendly Hospital Initiative's "Ten Steps to Successful Breastfeeding" to suggestions for actions to promote peer counseling.

In addition to the WABA materials, you may also want to visit the International Lactation Consultant Association (ILCA) website (www.ilca.org). La Leche League also has resources for WBW on their website: www.lalecheleague.org.



Kentucky will celebrate with various events from the Rock and Relax at the Kentucky State Fair to Breastfeeding Conferences. For a list of additional Breastfeeding Month activities in Kentucky, please see "Important Dates" on page 4.

For more information, contact Marlene Goodlett at Marlene.Goodlett@ky.gov or (502) 564-3827 ext. 3612.

www.kybreastfeeding.com
www.breastfeedkentucky.com
<http://chfs.ky.gov/dph/mch/ns/breastfeeding>

Editor: Michele Burton, RD, LD
burton.michele@gmail.com

WIC Breastfeeding Peer Counselor Program

This year the highlighted theme for World Breastfeeding Week targets Peer Counseling. Peer support programs have been shown to increase both initiation and duration of breastfeeding especially in low to middle-income women, women who are undecided about breastfeeding and women intending to breastfeed but need support.

Kentucky WIC is proud to offer the Breastfeeding Peer Counselor Program in 20 sites, covering 54 counties with 41 Peer Counselors. The Program is in the process of expanding and hopes to be able to provide the services statewide.

The goals of the Breastfeeding Peer Counselor Program are to meet the Healthy People 2020 Objectives:

- To increase initiation to 81.9%;
- To increase the 6 month duration rate to 60.5%;
- To increase the 1 year duration rate to 34%; and
- To increase breastfeeding exclusivity rate at 3 months to 44.3% and 23.7% exclusive breastfeeding at 6 months.

Peer counselors work in a variety of settings including working from home, health departments and hospitals. They provide support that respects the dignity of the mother, her support system and her healthcare team. They listen to mothers to help them identify their barriers to breastfeeding and ways to overcome those barriers. The Peer Counselors offer suggestions that allow breastfeeding to fit into the mothers' lifestyle. Their goal is to help mothers get off to a good start with breastfeeding by providing basic breastfeeding information that is specific to their individual needs. Peer Counselors also provide referrals to health care providers and lactation specialists for those mothers who have breastfeeding issues beyond their training and scope of practice.

Peer Counselors work with pregnant and breastfeeding women providing monthly contacts during pregnancy and more often as the due date approaches. The frequent contacts continue during the early weeks after delivery and decline to month-



Jennifer Burchett, CLC, RN, BSN, (center) with Ashland-Boyd County Health Department Peer Counselors Tabbatha Maynard (left) and Jeannette Sanderson (right).

ly if no problems are encountered. They fill the gap between hospital discharge and first health care provider contact. Peer Counselors provide anticipatory guidance on growth spurts, common breastfeeding problems and plans for return to work or school.

The Peer Counselor must meet the following qualifications:

- Be a contemporary/cohort/equal to the women to whom she will be providing information and support;
- Be or have been a WIC participant;
- Have breastfed at least one baby for six (6) months or longer and be an advocate for breastfeeding;
- Be able to work independently at home;
- Have reliable transportation;
- Be readily accessible by phone;
- Have basic computer skills; and
- Have the ability to communicate effectively with peers, supervisors and other health department staff.

For more information on the WIC Breastfeeding Peer Counselor Program, contact Nancy Merk, State Breastfeeding Peer Counselor Coordinator at 859-815-7640 or nancy.merk@kctcs.edu.

- Nancy Merk, MS, RD, LD, IBCLC
State Breastfeeding Peer Counselor Coordinator

Rock and Relax at the Kentucky State Fair

As part of Kentucky Breastfeeding Awareness Month, Louisville Metro Health and Wellness and Baptist Hospital East have offered the Rock and Relax area at the Kentucky State Fair for over 20 years!

The Rock and Relax area provides mothers with a private place to feed, change, and rock their babies while raising awareness of the health benefits of breastfeeding. Personnel from local health departments, the state health department, and Baptist East provide the staffing with approximately 50 volunteers putting in over 300 hours. Health experts are available to answer questions about breastfeeding and parenting.

Rock and Relax is open during the fair from 10:00 a.m. to 9:00 p.m. and is located in South Wing B as part of "Kids Biz."

If you would like to volunteer to work in the Rock and Relax area, please contact Lori Williams at lori.williams@louisvilleky.gov. Shifts are from 10:00



a.m. to 3:30 p.m. and 3:30 p.m. to 9:00 p.m., with two volunteers per shift.

The Kentucky State Fair begins August 15, 2013, and continues through August 25, 2013, at Louisville's Kentucky Fair and Exposition Center.

2013 Regional Conferences

This year, the regional conferences kick off with the Western Kentucky Breastfeeding Conference on August 9, 2013, in Paducah, Kentucky. This year, the featured speaker will be Catherine Watson Genna, BS, IBCLC. Registration information can be found at www.kybreastfeeding.com.

Next, the Eastern Kentucky Breastfeeding Conference will bring Maya Bunik, MD, FAAP to Ashland, Kentucky, on August 22, 2013. Registration information can be found at www.kybreastfeeding.com.

The Northern Kentucky Breastfeeding Conference, Lactation on the Levee, will also feature Maya

Bunik, MD, FAAP. Their conference will be held August 23, 2013, in Covington, Kentucky. Visit www.kybreastfeeding.com to view and download their conference brochure and registration form.

On September 13, 2013, Mary Kay Smith, RN, IBCLC, will be the featured speaker for the 11th Annual KLIC Conference in Shepherdsville, Kentucky. Registration information can be found on the KLIC website at www.klicbreastfeeding.org.

We encourage you to take advantage of these excellent educational opportunities.

Sudden Unexplained Infant Death and Safe Sleep Environment

The Department for Public Health supports the American Academy of Pediatrics policy on Safe Sleep to reduce the incidence of Sudden Unexplained Infant Death (SUID). SUID is the third (3rd) leading cause of infant death nationally and in Kentucky. SUID includes SIDS, suffocation, asphyxia, entrapment, and trauma. The most common risk factor for SUID and SIDS is an infant sleeping in an unsafe sleep environment. The most common sleep-related risk factors include: bed sharing or co-sleeping, sofa/couch sleeping, soft or loose bedding, soft objects in the bed, use of an adult bed, or infant placed in prone (stomach) or side laying position.

In order to decrease the number of infant deaths, the American Academy of Pediatrics (AAP) safe sleep policy includes:

- Placing baby on their back for every sleep time;
- Placing baby on a firm sleep surface. Sitting devices such as car seats, strollers, swings, infant carriers and infant slings are not recommended for routine sleep;
- Placing baby in the same room where the parents sleep but not on the same bed (room sharing without bed sharing);
- Keeping soft objects, loose bedding, or any objects that could increase risk of entrapment, suffocation, or strangulation out of the crib. These objects include pillows, blankets and bumper pads;
- Not using wedges and positioners;
- Breastfeeding as much and for as long as the mother can;
- Offering a pacifier at nap time and bedtime. With breastfeeding infants, delay pacifier introduction until breastfeeding is firmly established, usually 3-4 weeks;
- Not letting the baby get too hot. In general, infants should be dressed appropriately for the



environment, with no more than 1 layer more than an adult would wear to be comfortable in that environment;

- Scheduling and going to all well-child visits;
- Keeping baby away from smokers and places where people smoke;
- Not using home cardiorespiratory monitors to help reduce the risk of SIDS; and
- Not using products that claim to reduce the risk of SIDS.

The AAP recommends supervised, awake tummy time daily to facilitate development and minimize the occurrence of positional plagiocephaly (flat heads).

The AAP Safe Sleep Guidelines are to be communicated during patient and community education regarding safe infant sleep environments. The Safe to Sleep Campaign materials will be useful in communicating this message. The Safe to Sleep Campaign, in addition to reducing the risk of SIDS, describes steps that parents and caregivers can take to reduce the risk of other sleep-related infant deaths. The safe sleep strategies in Safe to Sleep materials and publications are based on recommendations defined by the AAP Task Force on SIDS. More information on the Safe to Sleep Campaign can be found at <http://www.nichd.nih.gov/SIDS/Pages/sids.aspx>.

Important Dates

August 1-7, 2013

World Breastfeeding Week

Visit www.worldbreastfeedingweek.org for more information.

August 2-3, 2013

Big Latch On

Visit www.biglatchon.org for a location near you.

August 9, 2013

Western Kentucky Breastfeeding Coalition 13th Annual Conference

Paducah, KY

Speaker: Catherine Watson Genna, BS, IBCLC

Visit www.kybreastfeeding.com to view and download conference brochure.

August 13, 2013

CDC/USBC Bi-Monthly Coalitions Webinars

2:00—3:00 pm EST

Visit www.usbreastfeeding.org/Coalitions/CDCUSBCBiMonthlyTeleconferences/tabid/76/Default.aspx for more information.

August 15-25, 2013

Rock and Relax at the Kentucky State Fair

Louisville, KY

www.kystatefair.org

August 22, 2013

Eastern Kentucky Breastfeeding Conference

Ashland, KY

Speaker: Maya Bunik, MD, FAAP

Visit www.kybreastfeeding.com to view and download conference brochure.

August 23, 2013

Lactation on the Levee 2013

Newport, KY

Speaker: Maya Bunik, MD, FAAP

Visit www.kybreastfeeding.com to view and download conference brochure.

September 13, 2013

Kentuckiana Lactation Improvement Coalition 11th Annual Conference

Shepherdsville, KY

Speaker: Mary Kay Smith, RN, IBCLC

Visit www.klicbreastfeeding.org for registration details.

September 23-27, 2013

Lactation Counselor Training Course and CLC Certification Exam

Louisville, KY

www.healthychildren.cc

September 25, 2013

Midwest Lactation Conference

Indianapolis, IN

Visit www.indianaperinatal.org for more information.

October 8, 2013

CDC/USBC Bi-Monthly Coalitions Webinars

2:00—3:00 pm EST

Visit www.usbreastfeeding.org/Coalitions/CDCUSBCBiMonthlyTeleconferences/tabid/76/Default.aspx for more information.



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